

Business Opportunities And Investments

In Western Canada

**A
Conservative Statement
of
Facts and Figures
for the
Investor and Business Man**

Issued by

H. H. Pigott & Co., Ltd.

**Business Brokers and
Financial Agents**

Winnipeg

Canada

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In these pages a most careful attempt has been made to state the facts accurately and to draw conclusions from them conservatively. We are in business to stay. We ask for and shall at all times endeavor to deserve the confidence of our customers. On no other basis can permanent success be assured. Nor is there any necessity for exaggeration or dishonest speculation. The future of Western Canada is certain. It is a future so vast, so full of magnificent possibilities, that the attention of the civilized world has been forced upon it. The country offers probably the greatest opportunity for business enterprise and for the acquisition of wealth and its safe investment that has ever been presented. Believing this absolutely, we submit the following to the investor and business man.

H. H. PIGOTT & Co., LTD.

Winnipeg, Manitoba.

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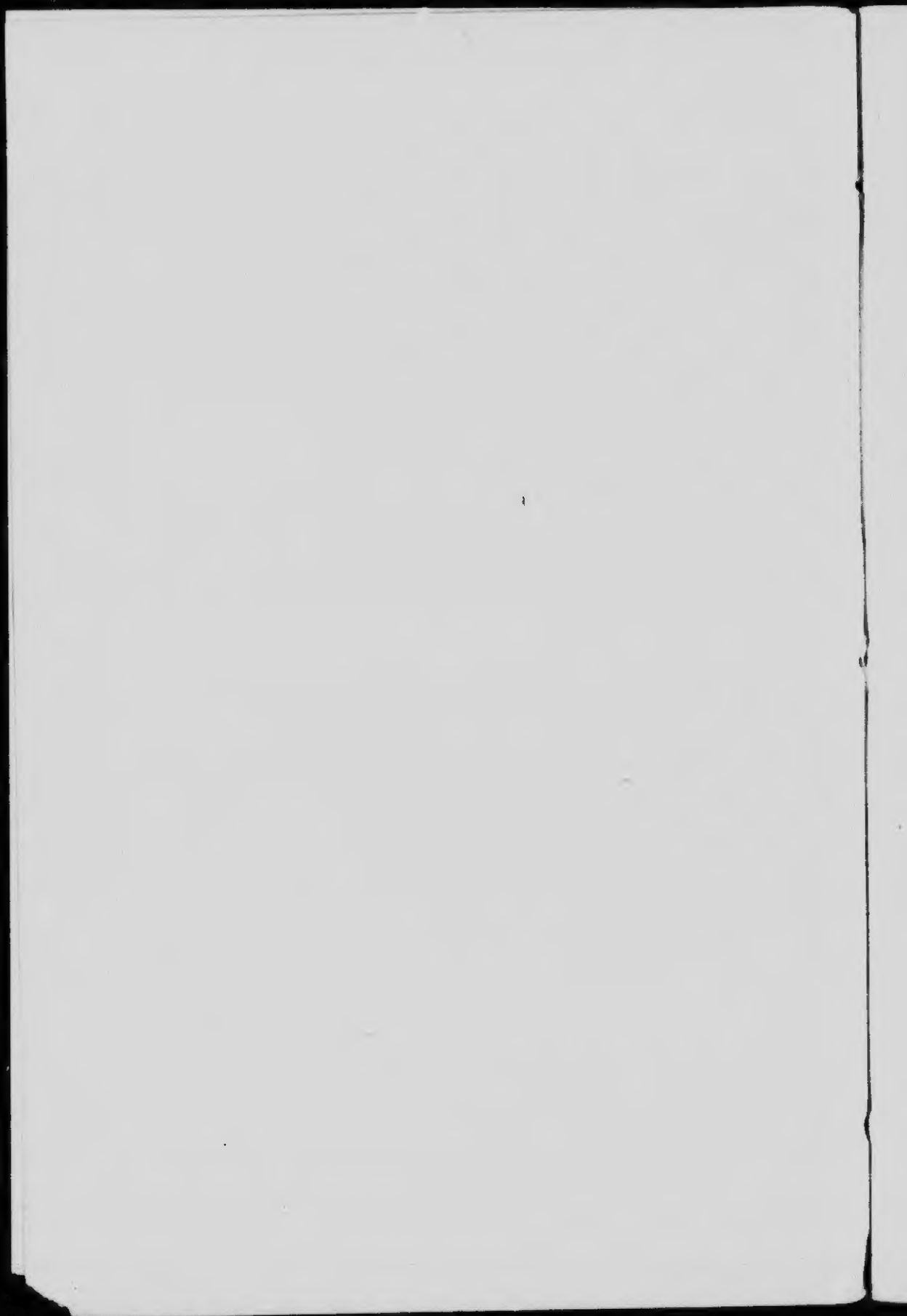
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Old Fort Garry, 1870



Foreword

The Last Great West

The tendency of mankind in the development of civilization, starting from its origin in the plains of Asia, has been steadily westward. From century to century man has been occupied in finding out and developing natural resources, has been opening up virgin lands, has been founding and building up cities.

For hundreds of years the exploration and exploitation of the American Continent has been progressing. In the United States, favored by its soil, by its climate and by the vigor and tenacity of purpose of its people, the wave of immigration has spread, until today in that great country few districts remain undeveloped. The growth of its Pacific Coast States during the past ten years has been phenomenal; and now the population and capital of the United States having reached the barrier of the ocean, have been forced northward into the western provinces of Canada.

This movement has been coincident with a similar one from Great Britain, from the Continent (Russia, Germany, Austria, France, Holland and Belgium and the Scandinavian countries, including even Iceland) and from Eastern Canada. Every year many thousands of people from these overcrowded countries are pouring into the fertile plains of Manitoba, Saskatchewan and Alberta. Every year many millions of capital are being invested here. Throughout the civilized world mankind has awakened to the fact that there is here presented one of the last remaining opportunities for fortune by opening up the resources which nature has lavished upon this favored land; that this is the only section of the Continent that is relatively undeveloped.

The History of the World has shown that Investments are the most desirable if made at points which have the Greatest Field of Natural Resources as yet unopened and in a location and of a character to be developed without delay.

The term "natural resources" represents land, timber and minerals. Of these a fertile soil is the most readily developed and produces the greatest wealth. It is a truism that the foundation of all values is land, and principally land which can be cultivated and which will produce profitable crops. Nowhere in the accessible world, as will hereafter be shown, are there such stretches of country of an extraordinary richness as in the Canadian Northwest.

NOW IS THE TIME FOR EVERY THOUGHTFUL MAN TO CONSIDER WHETHER HE SHALL NOT TAKE ADVANTAGE OF THIS EXCEPTIONAL OPPORTUNITY FOR HIS OWN BETTERMENT.

Each year lessens this opportunity. With the opening up of the country by the building of railways; with the tremendous influx of population; with the foundation and growth of cities this epoch is drawing to a close. The capitalist will be confronted by a period of constantly diminishing returns on his capital; the wage earner will have to face the necessity, as certain as fate, of forever remaining a wage earner.

This is the time, therefore, to save money in order to be able to spend it in the future. One should save—even if necessary from the smallest salary—in order to invest safely at all events, and if possible, in something that will promise a large return—somewhere. A few short years hence money will make so little; now it will make much. Any man who will pause and reflect upon events which are occurring before his eyes will know that these statements are true.

From what has been said, and from what will hereafter be adduced, it can be laid down as an

Undeniable Fact

that our country is entitled to be considered by those who have



Corner Portage Avenue and Main Street, Winnipeg

money to invest; and it is asserted with the utmost confidence that

WESTERN CANADA IS THE PLACE TO INVEST.

THIS IS THE TIME.

The question which remains is

WHAT FORM OF INVESTMENT SHALL BE CHOSEN?

This question confronts every one with surplus money. There are two extremes: a savings bank on the one hand, a speculation pure and simple on the other.

The best investment has two requisites:

1. Safety as to capital.
2. As large a return as possible consistent with safety.

A savings bank usually has the first essential, but its returns are meagre. No man with the opportunities of Western Canada before him should be content with four per cent.

Speculation, on the other hand, has possibilities of large profits, but in trying for them one may lose all. With speculation, however, we are not concerned. If the reader expects to make a fortune from practically nothing he is wasting his time. Let him patronize the bucket shop or gamble at cards.

What we propose are investments in Western Canada which shall be absolutely safe and give the best returns, or business openings, unexcelled anywhere, to those who are concerned with their own careers. Before going into the details of such investments and opportunities, however, we propose to submit in as succinct a form as possible such facts as will lay the ground for a further consideration of this matter. We would not dream of asking for the confidence of the public in what we have to propose based upon our say so—nor is it necessary. The data behind us will be our best argument.

I.

Facts and Figures

Accounting for the phenomenal growth of the prairie belt of Canada and which make it evident that this growth will continue until the country will become one of the greatest empires under the sun.

These facts may be grouped under the following headings:

- I. THE LAND AND ITS RETURNS.
- II. POPULATION AND IMMIGRATION.
- III. THE GROWTH OF CITIES.
- IV. RAILWAY BUILDING.
- V. CAPITAL INVESTED.

1. The Land and its Returns

The total cultivable area of the three prairie provinces (without recently added territory) is:

Manitoba	36,754,000 acres
Saskatchewan	93,000,000 "
Alberta	96,400,000 "
Total	<hr/> 226,154,000 "

Of this vast tract, which spreads from the Great Lakes to the Rockies, and from the International Boundary to the vast timber belt of the north, the following table shows the respective area under cultivation from 1900 to 1911:

Manitoba

	Wheat acres	Oats acres	Barley acres	Total acres
1900	1,965,193	573,848	139,660	2,678,701
1905	2,417,253	779,279	249,218	3,445,750
1906	2,721,079	931,282	336,986	3,989,347
1908	2,957,000	1,322,000	662,500	4,941,500
1909	2,808,000	1,390,000	696,000	4,894,000
1910	3,014,000	1,451,000	684,000	5,149,400
1911	2,979,734	1,260,736	433,067	4,673,537

Saskatchewan

1900	487,170	141,517	11,798	640,485
1905	1,376,281	606,346	40,732	2,023,359
1906	2,117,484	901,646	77,573	3,096,603
1908	2,396,000	930,100	81,000	3,407,100
1909	3,685,000	1,837,000	135,000	5,667,000
1910	4,848,000	1,973,000	137,400	6,958,400
1911	4,704,660	2,124,057	172,253	7,000,970

Alberta

1900	43,103	118,025	11,099	172,227
1905	147,835	311,545	80,900	540,280
1906	223,930	476,511	108,175	808,616
1908	271,000	519,400	129,800	920,200
1909	385,000	820,000	186,000	1,391,000
1910	533,000	974,000	194,500	1,701,500
1911	1,616,899	1,178,410	156,418	2,951,727

Combined Provinces--1911

	Wheat	Oats	Barley
Manitoba	2,979,734	1,260,736	433,067
Saskatchewan	4,704,660	2,124,057	172,253
Alberta	1,616,899	1,178,410	156,418
Total acreage	9,301,293	4,563,203	761,738
Grand Total,			14,626,234

Now, while these figures show an extraordinary increase in acreage cultivated and in the consequent returns, especially during recent years, it must be borne in mind that the development up to date represents but a small percentage of what will happen in the future. At the present time but about seven per cent. of the fertile land is under cultivation. That this is so is owing to two causes: First: the country has only gradually been opened up by railway building; and second, there has not been the population necessary to cultivate more land. With the enormous increase in immigration and with the railways building each year into hitherto inaccessible districts, it is certain that there will be a corresponding increase in the cultivated area and in the crops which will be marketed therefrom. And now let us consider that if 60,000,000 acres are broken and sown with wheat, and if its average return is 17 bushels (see table below), a billion bushels of wheat will result. Think of the enormous amount of money which will flow into the country from each year's crop! Think of how many large cities and towns these plains, now virgin soil, will hold! Think of the amount of business which all that will mean! And think of the increase in values which the consequent growth of population and influx of money will bring. Is this a pipe dream—the vision of some crack-brained enthusiast? If you think so, look at our table just given and figure out the increase in the cultivated land therein set forth, and apply the resulting percentage to the future.

The truth is that Western Canada presents today to the farmer

The Opportunity of a Lifetime—

possibly more so than to any other class of men, because.

1. The land is cheaper,
2. The soil is more fertile,
3. The crops are more profitable,

than in any other accessible country.

The price of first-class agricultural land in the three provinces is from \$15 to \$25 per acre, with opportunities for homesteads of 160 acres for nothing and pre-emptions of the same area at \$3 per acre.

As to crops, the following table will be of interest.

**COMPARATIVE COMBINED YIELDS OF MANITOBA,
SASKATCHEWAN AND ALBERTA WHEAT, OATS,
BARLEY, AND FLAX LAST TEN YEARS.**

	Wheat bus.	Oats bus.	Barley bus.	Flax bus.
1901	63,311,632	38,909,654	7,331,255	266,420
1902	67,034,117	45,139,455	12,718,839	722,625
1903	56,146,021	47,215,479	10,448,461	884,000
1904	54,390,678	44,620,520	10,920,850	535,543
1905	84,506,857	66,311,800	13,447,800	733,700
1906	94,201,984	94,244,000	16,888,000	1,023,510
1907	70,922,584	74,513,561	19,187,449	1,732,065
1908	96,863,689	108,987,857	24,050,645	3,165,320
1909	118,109,000	163,998,752	30,542,000	4,833,167
1910	101,336,413	108,301,090	16,993,170	4,038,950
1911	194,083,000	212,819,000	24,043,000	12,784,000

Taking the average production of wheat for the past ten years, a comparison of the three provinces with the three leading wheat raising states of the United States will be instructive:

North Dakota	12.1 bushels
South Dakota	12.7 "
Minnesota	13.6 "
Manitoba	18 "
Saskatchewan	19.4 "
Alberta	18.5 "

Volumes have been written upon the qualities of the soil of our three provinces. In general it may be said, that it is a rich alluvial loam on top of a clay subsoil. It varies from a foot to four feet, and in color runs from a light chocolate to black. It is of unrivalled fertility. There are parts of this country which have been cropped for many years and still bring good results. It is not necessary, however, to expatiate on this. The figures given are better than any eloquence on our part.

And it must be remembered that the famous hard wheat raised here brings the highest price in the market. It took the first, second and third prizes at the recent grain exhibition in New York. It is the finest in the world for milling purposes and any surplus on hand is always exportable at the best figure. The Old Country alone will always absorb whatever we have

to offer. Even in the United States it is greatly in demand for mixing with the softer wheats there. Indeed, with the growth of its population it will not be long before our neighbor to the south will be importing our grain for its own consumption. It is no wonder that the farmer from the Mother Land looks with interested eyes to Canada to escape from the agricultural depression at home, or that his compeer in the States is coming here in increasing numbers. The latter can sell his land for a big price and get just as good or better in Western Canada at a small figure. He multiplies his capital many times and is transplanted to a country with similar language, laws and customs. His neighbors have gone before him; he knows that he is making no mistake. And we can readily understand why Champ Clark as the Speaker of the House of Representatives in Washington recently deemed it necessary to leave his seat as presiding officer in order to advocate legislation which should stem the constantly increasing tide of emigration from the United States into Western Canada. Nor is there any danger that we will ever become in any sense of the word an adjunct to that wonderful nation. Our pride in our country is too great; our confidence in its future too certain; our own resources too vast.

2. Population and Immigration

The growth of population of the three provinces is in itself a proof of the advantages which they offer. People are not coming here because of the beauty of our scenery or the attractiveness of our climate; they come because of the opportunities here presented for money-making. The figures for the past three decades are:

	POPULATION			Total Immigration into the three Provinces
	Manitoba	Saskatchewan	Alberta	
1881	62,260			
1891	152,506			
1901	255,211	91,279	73,022	49,149
1911	454,691	453,508	372,919	228,164

Analyzing the sources of the immigration referred to in the year 1911, the arrivals in Canada may be grouped as follows:

British Isles	123,013
Foreign	66,624
United States	121,451

the largest part of whom settled in the Prairie Provinces.



Threshing in Manitoba

A conspicuous fact in connection with this influx of settlers is that they all add to the material resources of the country in addition to the value of their efforts as developers and wealth producers. It is estimated, for instance, that every settler coming from the United States brings with him from \$1,000 to \$1,500 in money or effects. What this amounts to in a year may be judged when stated that immigrants from that country in 1911 alone added over \$100,000,000 to the wealth of Canada. These figures are based on customs returns.

3. The Growth of Cities

Still more striking in this connection are the phenomena seen in the birth and rapid upbuilding of our cities. Places unheard of a decade ago are growing up by leaps and bounds. Where a short time since was virgin prairie echoing to the step of the Indian and the buffalo are today towns which tomorrow will be large business centres. Nor is this to be wondered at. Urban growth must keep pace with that of the country as a whole. It is true that not every one of the towns which have favorable situations will become a metropolis, but there must be a few large cities, points of distribution, throughout this vast area, while there will also be a goodly number of subsidiary towns of fair size.

The Dominating and Commanding Cities of the Great Grain Belt are already known and defined.

They are now established with a basis for growth which nothing can change. WINNIPEG, CALGARY, EDMONTON, REGINA, SASKATOON, MOOSEJAW, and a number of others are certain of an almost indefinite expansion. But there are points in the undeveloped districts which may easily grow into large towns, places not more than a year or so old, such as Coronation, Kerrobert and Kindersley. And there are other neighborhoods which will see business centres of importance where today is but bare prairie.

All this will inevitably follow the growth of the country and the increase in its population; and it will be but a repetition of what has happened in the western part of the United States during the past few decades. It is absolutely sure to occur here.

The Population of Western Canadian Cities Doubles in Five Years.

Eleven cities show an aggregate increase of 110.3 per cent. in half a decade. In 1910 the increase was 22.6 per cent. Individual instances of astonishing growth are the following :

City	1901	1906	1907	1908	1909	1910	1911
Winnipeg	42,340	90,153	111,729	118,525	122,390	151,450	172,000
Brandon	5,620	10,408	10,750	11,282	13,000	13,500	
Calgary	4,091	11,967	20,040	25,000	29,265	46,000	
Edmonton	2,626	11,167	18,000	20,000	25,000	27,500	
Lethbridge	2,072	2,313	3,700	6,020	10,000	13,000	
Medicine Hat	1,570	3,020			5,000	5,300	
Moose Jaw	1,558	6,249	7,500	10,100	12,000	15,000	
Portage la Prairie	3,901	5,106	4,609	6,269	7,000	7,500	
Prince Albert	1,785	3,005			7,000	8,000	
Regina	2,249	6,169	9,000	10,000	17,500	17,000	
Saskatoon	113	2,011			12,100	15,000	

4. Railway Building

No single fact is so pregnant with meaning as the steady increase in mileage of the railways in Western Canada. It goes without saying that such corporations only expand where natural conditions demand it and there is business to be done. It is significant, therefore, that within the past few years there has been a race in opening up new and fertile stretches of land in the provinces of Saskatchewan and Alberta between the three great roads whose operations have done so much for the country, the CANADIAN PACIFIC, the CANADIAN NORTHERN and the GRAND TRUNK PACIFIC. It is true also that in more than one year recently the capacity of these railways has been severely tested to move the crops. And it may be predicted with great certainty that it is only a question of a relatively few years when the portions of the two Provinces mentioned at present inaccessible by railway will be gridironed as is now southern Manitoba. This also applies to parts of northern Manitoba. By the time that has happened Western Canada will have become

The Great Wheat Producer of the World

and the amount of wealth which will pour into her coffers every year from her natural resources and her manufactures will stagger the imagination.

The increase in Railway mileage during the past twenty years is as follows:

	Canadian Pacific	Canadian Northern	Grand Trunk Pacific
1891	5,564		
1901	7,000	1,169	
1911	10,480	4,454	2,700

The largest part of the increased mileage of the C. P. R. and practically all of the C. N. R. and G. T. P. is in the West.

It is noticeable that the mileage has grown tremendously during recent years. The truth is that the vast possibilities of our western prairies have been but lately fully recognized.

In connection with railway building it must be remembered that every mile of track constructed means not only that much additional territory opened up, but also the expenditure by the particular company of a certain amount of money, a good deal of which remains in the country as a permanent addition to its wealth. Population is attracted and trade stimulated. Business receives assistance at a time when it is in its infancy and when such help is greatly needed. In 1912, for instance, the CANADIAN PACIFIC alone will expend in the neighborhood of \$50,000,000 in building new lines and improving present ones. They have arranged for about 2700 miles of new track to be laid and probably 2000 miles will be completed this year. The largest part of this will be in the Prairie Provinces. The advantages of railway construction to each district in the first instance are, therefore, twofold. It is quite the thing to attack and criticize such corporations. It should never be forgotten that our country is under lasting obligations to them for the permanent benefit which it derives from their operations.

5. Capital Invested

It is perfectly obvious that in a land such as ours which is in the development stage, a large amount of outside capital is necessary so that business can be done, the crops moved, the necessities of the people provided for and the country go forward in its career towards success and prosperity. The financial needs of such a country are in a direct ratio to the rapidity of

its growth. The truth is, that while Western Canada has unrivalled wealth in respect of its natural resources, and while its potential future seems unlimited, its people, especially in the newer districts, must, as a whole, be more or less hampered for money until a sufficient time has elapsed for the accumulation of wealth. We are a borrowing nation and this must continue as long as new districts are being opened up and new settlers coming in. It is a striking testimonial, therefore, to the confidence which is felt in this country of ours by the moneyed powers of the world that large sums have flowed here, not only from the Old Country and the United States, but from France, Germany, Belgium and other Continental States. In addition eastern Canada has contributed of its abundance for our necessities. Indeed, the western provinces are under deep obligation for the financial assistance received from their older sisters in the east. The men and money which have come here from Ontario, Quebec and the Maritime Provinces have been the backbone and sinew of the prairie belt. The best evidence of this and the proof of the absolute confidence of the banking authorities of Canada in our west will appear from the fact that on March 31, 1912, there were 2627 banks in the whole of Canada, of which 752, or over one quarter, were in the three provinces. The loans made here represented a good deal more than that proportion of the moneys put out by the banks throughout the Dominion.

It is, of course, most difficult to arrive at satisfactory figures as to the amount of outside capital invested here. Statistics cannot be kept of the money coming from the small investor—nor even from the large one. At best, we can but estimate and estimates are always unsatisfactory. The following, however, can be accepted as reliable.

Investment of British Capital in Canada

Mr. George Paish, an eminent London financial statistician, states that British capital has been invested in Canada to the extent of \$1,500,000,000. It is practically impossible to check this sum, but the Monetary Times of Canada believes it safe to accept this estimate. In five years—1906 to 1910—Britain has loaned Canada more than half a billion dollars, or to be exact, \$605,453,852. This is divided up in the following manner: Canadian bank shares, \$1,125,000; investments with loan and mort-

gage companies, \$5,719,774; British insurance companies investments, \$9,731,742; municipal bonds sold privately, \$10,000,000; industrial investments, \$22,500,000; land and timber investments, \$19,000,000; mining investments, \$56,315,500; Canadian public flotations in London, \$481,061,836. Railroad development has been financed from first to last by the British investor.

Investment of American Capital in Canada

United States capital at the beginning of last year was interested in the industrial development of Canada to the extent of at least two hundred and seventy-nine million dollars. The following figures represent approximately United States industrial investments in this country:—

175 companies, average capital \$600,000	\$105,000,000
United States inv'ts in B. C. mills & timber	58,000,000
United States inv'ts in B. C. mines	50,000,000
Land deals Alberta, etc.	20,000,000
U. S. inv'ts lumber, mines, in Alberta	5,000,000
Packing plants	5,000,000
Implement Distributing houses	6,575,000
Land deals, British Columbia	4,500,000
Municipal bonds sold privately	25,000,000
	<hr/>
	\$279,075,000

In addition Continental money has come here in large sums. No estimate of the amount however is attempted.

Investments

and

Business Opportunities

in

Western Canada

In the foregoing pages we have submitted for the reader's consideration data from official sources and therefore absolutely reliable which will enable him even though thousands of miles away to form a reasonably accurate judgment upon present conditions and future prospects in Manitoba, Saskatchewan and Alberta. If what we have said does not appeal to him no harm will be done; but if, as we firmly believe will have been the case, he will have become interested in this wonderful land then we invite his careful attention to the propositions which we shall lay before him.

We have referred to the opportunities which Western Canada presents to the Investor and Business man and we have marshalled facts showing the soundness of our basic conditions. We now submit the following:—

II.

Investments

These may be comprised under

1. REAL ESTATE.
2. MORTGAGES AND AGREEMENTS OF SALES.
3. DEBENTURES AND SYNDICATES.

a. Real Estate

This is naturally divided into farm lands and city property. As to the former little can be added to what has heretofore been said as to the desirability of Western Canada as a location for the farmer. The considerations which appeal to so many inducing them to leave their homes and come to the **Great Wheat Belt** are sufficiently apparent. The farmer who moves here can be assured of a competency in a comparatively few years. He may in some remote districts have to suffer some degree of privation incident to a new land, but he is certain of good crops on the average and that his land will steadily appreciate in value. As we have shown he can increase his capital many times. His investment will be safe and will surely yield him a splendid profit.

The average investor, not now engaged or interested in agriculture, however, will turn more naturally to City real estate. Its advantages are obvious. It can be more easily purchased and more readily sold. The small investor can buy a single lot or go in for a trifling sum with a syndicate. The capitalist can invest in large amounts certain that he will have a secure asset. The value of city property can be more easily ascertained. It can be readily improved and so made to produce an income. Finally and especially the growth in value of urban land is far greater than that of farms, undoubted though this latter is. This must be so because necessarily there are few cities as compared with the vast

stretches of cultivable prairie. And the greater the increase in farm population the more demand there will be for property in the various distributing centres.

We therefore suggest to our clients, other than farmers, who desire to invest directly in real estate, to purchase City property. But we here wish emphatically to draw a distinction. It is unfortunately true that at the present time the prosperity of the country and its tremendous future have induced a flood of land agents who are busily engaged in placing before the public propositions sometimes of doubtful value. While many of the subdivisions which are being offered for sale present good value there are others which are little short of fraudulent. We frankly state this because it would be foolish to blink the facts. What we would recommend to the man with money as a conservative yet highly profitable investment is city property which shall be

Inside and Income Producing

Reasonably good judgment in selecting such is bound to result in large returns and to be as safe as a savings bank. The growth of our cities makes this absolutely certain. In illustration of this we might fill many pages. We might cite cases, almost without number in Western Canadian centres, of purchases of inside properties at a small figure which were sold in a comparatively short time for large sums. Fortunes are being made by the foreseeing investor. But we will not lengthen out this booklet unnecessarily. If the reader desires to be convinced we can give him many such instances. What we would emphasize is that

THE MAN WHO READS THIS HAS THE OPPORTUNITY BY THE INVESTMENT OF A LARGE OR SMALL AMOUNT AS THE CASE MAY BE TO PARTICIPATE IN ONE OF THE MOST EXTRAORDINARY OPPORTUNITIES FOR PROFIT SHARING WHICH THE WORLD HAS EVER KNOWN.

It is not necessary to elaborate this thought. The facts which we have given prove it.

b. Mortgages and Agreements of Sale

What has been said in respect of the Natural Resources of this Country and of the certainty of their full development will make it easy to convince the conservative investor, the one who is not looking forward to a rise in values as an inducement to placing his money, that in no other field will he be more secure than in Western Canada. The very increase in values to which we have referred emphasizes this point. A mortgage on land of an estimated value of \$15.00 per acre is obviously safer when the land can later be sold for \$25.00. And that is occurring all over Western Canada.

So far as mortgages are concerned we need only add that we shall recommend those which are strictly gilt edged. There is no necessity for handling any other. The demands for money to aid in the development of the land are too great. From our standpoint ultra conservatism is the only profitable course. Our aim in all our dealings is to MERIT AND RETAIN the confidence of our clients. We shall therefore not consider mortgages on a higher basis than from FORTY TO FIFTY PER CENT of the bed-rock value. Such mortgages will bear interest at seven per cent; or we guarantee the principal at six per cent.

Agreements of Sale are a kind of investment peculiar to Western Canada. They present practically the security of a mortgage but in a different shape. They are the form which is commonly in use where real estate is purchased with but a part of the consideration paid. In such cases the vendor does not give a deed of the property but executes an agreement whereby he binds himself to make a conveyance when the payments are finally made as stipulated and the property is paid for in full. In the meantime title remains in the vendor. The purchaser is however protected by registering the agreement and a deed is given when he has paid up. The security in such cases, therefore, is upon the property and when a sufficient amount has been paid by the purchaser it becomes undoubted and in all respects is a desirable form of investment. In addition to the value of the land there are two personal covenants to secure the investor, that of the original purchaser and that of the vendor of the agreement. Such liability may not be of value, but, on the other hand it may. It ought not however to be considered as a factor. The vendor, desiring

to raise money upon the agreement offers it for sale—just as a mortgage would be sold—and is often willing to allow a liberal discount for the sake of getting the money. Hence has arisen a system of purchasing such agreements, which brings good profits and is much in use here. Through our extensive connections we are in a position to handle these and would confidently recommend them. The rate of interest will vary depending upon each particular case, but is always higher, including the discount, than in the case of mortgages.

c. Debentures and Syndicates

Such investments are but another form of placing money on mortgages and agreements of sale or in real estate, and have all the security of such. They offer to the small capitalist the same chance to share in the opportunities presented by Western Canada as the millionaire has, the difference being simply in amount. The latter can use his funds extensively in buying real estate or loaning directly on mortgages or agreements of sale. He can employ special agents. He can, and does, come here for the purpose himself. The small investor, however, at a distance from Western Canada, is precluded by his circumstances from putting out his savings directly, unless indeed he invests through agents in individual lots on the outskirts of some town, in which case he is bound to take unnecessary chances. He cannot buy inside real estate; he can hardly expect to loan on mortgage. Is he therefore forced to deposit his money in the savings bank, or (if he wishes to increase his capital) to speculate blindly on the stock market? By no means. The system now suggested enables him to do precisely what his more fortunate neighbor can do with the same safety, percentage of interest and increase of principal. This system may be termed the

CO-OPERATIVE PARTICIPATING PLAN

whereby a number of individuals by pooling small (or even large) amounts may buy pieces of real estate or agreements of sale or loan on mortgages. To do this needs, of course, a trustworthy and responsible agent, but that is a sine qua non in nine-tenths of the business affairs of life. We are bound under present conditions to accept somebody else's say so. If we sell our goods on credit or loan or buy a share of stock or a railroad bond, or

even if we deposit in a Bank or Trust Company we are trusting the judgment of other people. It all depends on the capacity and honesty of those whom we employ.


It may be added that the system which we shall describe is not of recent origin. On the contrary it is one which has been in vogue both in the Old Country and in the United States for years and with conspicuous success.

1. DEBENTURES

These in the sense now used are bonds issued by an individual or corporation secured by the deposit with a trustee of an equivalent or a greater amount of mortgages or agreements of sale. The principal is payable in from one to five years. The interest is five per cent or greater, depending on whether agreements of sale are included or not. A larger rate of interest can be safely paid if agreements are used as the basis of the debenture. The trustee is a responsible Trust Company. The safety of the bonds is represented by securities thus deposited together with the responsibility of whomsoever is issuing the bonds. They may be stated to be a gilt-edged form of investment, and they are open to those who desire to invest in amounts from \$100 upwards. What has been said in respect of mortgages and agreements of sale is applicable to these investments which are based upon them.

2. SYNDICATES

In this case the reliable agent above referred to invests funds deposited with him, in like amounts of \$100 and more, in the purchase of real estate, the title thereto being usually placed in the name of a trustee and certificates of interest issued representing the amount of each individual investment. The property is held either for a definite or indefinite time and then sold and the proceeds divided. The same large profits will thus accrue to the small investor, provided the investment has been made with reasonably good judgment, as the large capitalist would receive in the case of an individual purchaser. A short illustration will make this clear. Suppose a dozen people pool \$500 apiece, on the average, or a total of \$6,000 in the purchase of a property on — Street, Winnipeg. They hold it for two or three years. In that time it may have increased in value from fifty to one hundred per



cent. It is practically certain not to have decreased. The growth of the city to which we have adverted will insure this. It is then sold and the proceeds divided. This illustration is a conservative one. The history of real estate purchases in this country has shown such enormous profits (see our previous remarks upon this subject) that we are justified in this assertion. We would not, however, be willing to enter into any wild-cat real estate speculation. The opportunities for legitimate and most profitable investment are too great. If they were not we would decline to enter the field.

III.

Business Opportunities

In

Western Canada

We now come to consider a field of activity and enterprise which is of the greatest importance to that large section of the business world which may be included under the broad term **TRADE**. We have pointed out the present position and wonderful future of our great land and have set forth the opportunities which it offers to the man with money to invest. But there are many people who will be saying to themselves "if **Manitoba** "and **Saskatchewan** and **Alberta** have so large a future, if "they represent so splendid a field for the investment of surplus funds, why do they not present equal or greater openings for the transaction of business"—and there can be but one answer to such a question.

WESTERN CANADA TO-DAY IS THE GREATEST FIELD FOR SUCCESSFUL BUSINESS IN THE WORLD.

In saying this we make no exception. The manufacturer, the jobber, the retailer have here presented a country which is growing by leaps and bounds: A country favoured by nature with wonderful fertility: A country which mankind has but recently discovered to be the place to come to: A country to which the Twentieth Century belongs. The **FACTS AND FIGURES** which we have given prove this. We do not propose to elaborate this thought. It should not be necessary. Nor do we propose to go into the larger opportunities offered for business development. It would be interesting indeed to cite instances of manufacturers and wholesalers here who, starting from humble beginnings, have achieved successes astonishing to themselves and which were undreamed of a few short years ago. But this pamphlet has not been written for such. While the time has not gone



Harvesting a Field of Wheat

by when a man coming here with, say, a thousand dollars can by hard work, enterprise and good judgment and good luck become a millionaire, yet such an occurrence is necessarily so rare that it would be foolish to consider it as within the bounds of reasonable probability. What we do say, however, is that—

A man starting here today with a few thousands of dollars can in a comparatively short time, by energy and with ordinary ability but without exceptional luck, achieve a competence, an independence.

The business opportunities to which we refer are those which are offered to

The Retailer

and this is a theme which will interest many men in many places, which requires the gravest consideration and which we desire to go into with some detail and a few illustrations.

In the first place what is the present position of the average retail merchant in England, in the United States and in Eastern Canada? If such an one is the reader of these lines he can answer this question for himself much better than we can and indeed we have some hesitancy in stating here as facts reports which are gathered only in the public prints, and as to which we have no personal knowledge. We believe, however, that we are justified in saying that business conditions in none of the three countries named can be compared in respect of profits to be earned with those in the West. We think that we can lay it down as true that—

**Competition Elsewhere is Keener,
Prices are Closer,
Conditions are Less Settled and
The Field for Growth is More Circumscribed.**

That all this is so results from the fact that Western Canada is in a state of development, as hereinbefore shown, whereas the countries named have passed the formative stage and have arrived at that period in the life of a nation when it has only its own normal growth and conditions for its further upbuilding. When that happens the struggle for existence becomes fiercer and individual effort has no outside aid to help in the achievement of success. It all depends upon the density of the population and

whether the natural resources have been all occupied, so to speak. Indeed there are parts of our own Country which have passed the stage of ABNORMAL GROWTH, where the land is practically all owned and the greater part of it cultivated. Yet even there business is good because prices are kept up, strikes are practically unknown and legislation for the sake of politics is undreamed of. This also applies to Eastern Canada over which the West simply has the advantages which come from the opening up of a new land. Compare our situation, however, with that of the Mother Country. Here we have no millions of people in the slums of great cities, nor other millions dependent upon the risks and contingencies of manufacturing business nor bitter contests between capital and labour. If living with us is higher, rewards are so much the greater.

Or take the United States. Competition there is much keener than with us. Hence profits are not so great nor sales relatively so large. We can easily give those who desire to make the enquiry the prices of current commodities here which, upon a comparison, will prove this. But that is not all. On the one hand the retailer there has to face the Colossus of Trust Combination. He is powerless in the grasp of giants of business, so called Captains of Industry, and his little trade is subject to conditions unexampled in the history of the world and as to which he is the veriest infant. On the other hand he is brought into competition with the Mail Order House, the ultimate extension of which will be the extinction of the Country Store. As if this were not enough the whole business life of the nation is affected by political strife and by legislation designed not so much to benefit the country as to catch votes.

Consider now the position of Western Canada in respect of retail trade. As we have shown thousands of miles of railway are being built. Therefore new towns are springing up day by day. The retailer can establish himself at a point where six months ago was virgin prairie. People are pouring into such districts, with money to spend on building, for stock and implements, even for the necessities of life, until they get returns from their land. The railways employ large forces of men and spend large sums for supplies, and the crops bring in big annual additions to the wealth of the Country. Here, therefore, is every element which makes for success.

1. Competition is not as keen as in older lands, where the struggle for trade is necessarily fiercer. Sometimes, in the newer towns there may be no opposition to the retailer in particular lines. And while we also have the mail order house, it does not begin to hurt country business with us as it does in the States.

2. Profits are greater. It is often not a question of buying where prices are the lowest—it is a matter of getting the required goods. Even where there is keen competition the scale of prices is much higher than in older communities where business has been carried on from generation to generation in grooves which have for a long time been settled.

3. Our country being an agricultural one is practically immune from the disastrous results of strikes. Tariff agitations causing consequent disorganization of trade conditions are unknown. Political strife, while keen here also, is waged more upon personal than economic lines. Our legislation, therefore, does not have the effect of unsettling general business, as is often the case in other lands. Taxation with us does not approach confiscation. On the contrary, it is so moderate that capital is seeking this country in constantly increasing volume.

4. The opportunity for the increase of the retail merchant's turnover was never greater than in Western Canada. In England and in the most parts of Eastern Canada and the United States the average annual sales cannot vary much. There the country is filled to overflowing. Little change occurs from year to year in established communities. With us on the other hand, settlers are constantly coming in. The cultivated land increases enormously. Towns are founded and grow in size. The needs of the people are greater as each year adds to their wealth; and the retailer, in consequence of all this, sells more and more as time rolls on.

Under such circumstances it is not to be wondered at if the eyes of merchants in other lands are fixed upon Western Canada. In common with the farmer and investor, they are beginning to realize the possibilities of this Country, and as a result, many enquiries are constantly being made of wholesale houses as to Probable Success in Business, Locations, Terms, Amount of Capital needed to start with and Probable Profits. Such enquiries have varying answers, depending upon the particular

firms to whom they are addressed. All agree, however, substantially in recommending inquirers to locate here. It is proposed now to cover such ground so that the Retail Merchant elsewhere who is considering the proposition will have before him a definite idea of his position in case he comes to the Prairie Provinces. We may say that for years we have been handling such matters and are EXPERTS therein. What follows represents an extensive experience as the Credit Manager of a very large wholesale house and can be relied on as accurate.

PROBABLE SUCCESS. What we have heretofore said makes further discussion of this subject unnecessary.

The position may be summarized that—

Retail Merchants starting here are sure to succeed provided they run their business with ordinary business judgment.

They need not even be afraid of that universal bugaboo a crop failure for **the Wholesalers will carry them** if they are worthy.

LOCATIONS: This is a matter of detail. The merchant coming here can either go into an absolutely new district where the steel is about to be or has just been laid; or he can go to an established town which has grown so that there is room for another store; or he can buy out some one who wishes to dispose of his business. The first two are obvious propositions. As to the third, it may be remarked that trade is shifting constantly in Western Canada—much more so than in other countries. This results from a variety of causes. The merchant may know of a place where he thinks there is a better opening or he may have too much on his books and desire to collect, or he may be owing too much money and wish to clean up, or he may have made his pile, or ill-health may prompt him, or he may become afflicted with that restless desire for change which is more or less common in new countries. Whatever the cause, it is a fact that many good business openings are on the market for sale and the retailer from another land can, by buying such, step into an established connection and continue his predecessor's business with the least possible loss of time and money. We may add that we have listed with us for

sale many good Businesses of all sorts—General Stores, Hardware, Dry Goods and Boots and Shoes, Implements, Hotels, in short, all the various lines which constitute the mercantile life of the country town. Many of these present exceptionally good opportunities for the man who is intending to start in business. In coming to us he can be assured that he is dealing with an absolutely reliable concern and one whose experience will be of the greatest aid in selecting a location.

TERMS. These are liberal; just how much so as compared with other countries we cannot state accurately. It can be said, however, that as this is a new land, and as yet a poor one, credit is necessary and no candidate for a trade opening need be afraid that he will not get all the support that he needs in reason. The wholesale houses make it a rule to do this.

AMOUNT OF CAPITAL. It is astonishing with how little cash a man can make a success here. We have known merchants to do well who began with only \$500—some even with practically nothing except nerve and the determination to work hard. But we do not recommend people to take the risks incident to insufficient capital. We think a man, for his own sake and not to run too great chances, should have \$2000 to put in his stock. If he has to buy a lot and erect a building he should have \$1000 more. \$3000 in all is ample. Less often suffices. \$5000 is enough to start a larger business. Purchasers of established businesses require usually less cash, depending upon the particular proposition. As a rule, however, these sales are made on very easy terms and there is little difficulty in making satisfactory arrangements.

PROBABLE PROFITS. These naturally vary, depending upon local conditions. It may be laid down as a fact, however, that, given a merchant of ordinary business ability, he should make at first **from Fifty to One Hundred and Fifty per cent. per annum upon his Original Investment.** This percentage will, of course, increase with his capital. The percentage of profit on turnover in the older districts is from ten to fifteen per cent.—in the newer, much larger, as high even as twenty-five. But this latter is rare. Expenses are inconsiderable except insurance, which is often excessive. Salaries are astonishingly low.



A Country Village

The above refers particularly to Dry Goods, Grocery, Boot and Shoe, Hardware and General Stores. But there are very many other forms of trade which are just as inviting and for which our country offers equal opportunity. Implement and Lumber Dealers, Hotels, Druggists, Restaurants, Machinists, Pool Rooms, together with the various personal occupations and trades—for all these there is a big demand in our New West. Such require more or less capital as the case may be, often none at all. For all there is the same reward—a reward which is greater or less, depending upon the individual. But no man need fail unless he is incompetent or worse. In especial, is this the land for those who from misfortune and from causes beyond their control have failed of success in other places. Here, taking lessons from past experience, profiting by former mistakes, they can rebuild their lives upon a firm foundation and be sure that they will receive that which they are entitled to. In a word, Western Canada offers its opportunities to all classes of men and gives extraordinary openings to those who are looking towards the betterment of their condition.

We cannot conclude this part of our subject better than by giving a few

Illustrations of Successful Business Careers

which have come under our notice and for which we can personally vouch.

1. Two young men, clerks in a hardware store in Central Alberta, with \$1000 each in cash, heard of a good opening on a new railway line. They started for it, put up a cheap shack and bought a carload of goods costing about \$1200. This was in the Fall of 1905. Their balance sheet of January 1st, 1912, showed a surplus of \$34,427 over trifling liabilities. In six years they had increased their capital 1700 per cent. They have taken their discounts continuously since six months after their start.

2. A merchant in Northern Alberta borrowed \$3000 from his mother about the same time and started a store, with no other resources, along a new line of railway. His statement of January 31, 1912, showed a surplus of \$37,903 over liabilities of \$17,911—and his district had not been very fortunate either.

3. In 1904 a man in another line of business, from no fault of his own, failed. His wife had about \$1000. With this, in the Spring of 1905 he began business in her name, in Southern Saskatchewan. By March 1, 1912, he was worth \$34,401, after allowing for debts of \$15,167.

4. Two brothers started a hardware store in February, 1905, in Northern Saskatchewan. In the beginning of 1909 their balance sheet showed a surplus of \$15,844. They then dissolved partnership. One of the brothers became a lawyer. The other continued and his balance sheet of February 1, 1912, showed him to be worth \$15,427 over liabilities of \$9,832.

These cases represent business running over a period of years with good, average and bad crops. The most extraordinary case of successful business within the writer's experience, however, was much more recent.

5. Two young men from Ontario started a hardware store in Western Saskatchewan in the summer of 1910 with just \$2500. They were forty miles ahead of the steel on a new line of railway. They had to haul their goods that distance with ox carts. In the winter of 1910-11 they were snowed up and could not communicate with the outside world for months. When spring opened up the settlers came in in droves. These boys had hard work to get enough stock to supply them. It was not a question of price with the settler. **He had to have the goods.** Often there would be a line of customers at the store before it was opened in the morning. Their wants would be supplied and off they would go to their homesteads. The young merchants had no help but a half grown boy, with the result that they usually worked from early morn till midnight. But they had their reward. When they took stock on December 31, 1911, it appeared that their assets were \$28,760, and they owed \$9,082. **THEY HAD MADE A PROFIT OF \$17,178 IN EIGHTEEN MONTHS ON AN INVESTMENT OF \$2500.**

This case is, of course, exceptional.

These illustrations could be added to indefinitely, but it is not worth while. Nor do we deem it necessary to comment on them. They are instances picked at random from the records of a large wholesale house in Winnipeg. They speak for themselves.

As to Ourselves

This booklet is issued, to be frank, for the purpose of bringing grist to our mill. We are not, however, boomers but business men. We might blow our trumpet loudly, but we prefer to be modest. We do claim, however, from large experience covering many years to be thoroughly acquainted with this country and its possibilities. Our connection is widespread and we can give the very highest banking and mercantile references as to our standing.

To the man with money to invest we offer—

CONSERVATIVE AND PROFITABLE SECURITIES AND INVESTMENTS.

To the Business Man we present—

THE OPPORTUNITY OF A LIFETIME.

We can act as your agents for the loaning or investment of money in the various ways above indicated. We can sell you a first class business or help you to locate in newer districts. We can assure you of honest, intelligent and prompt action. We solicit your enquiry and correspondence. We shall be glad to answer any letters upon the subjects set forth in these pages. We believe in what we have said and think that many of those who read them will be interested; and we predict for Western Canada

A Great and Glorious Future.

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